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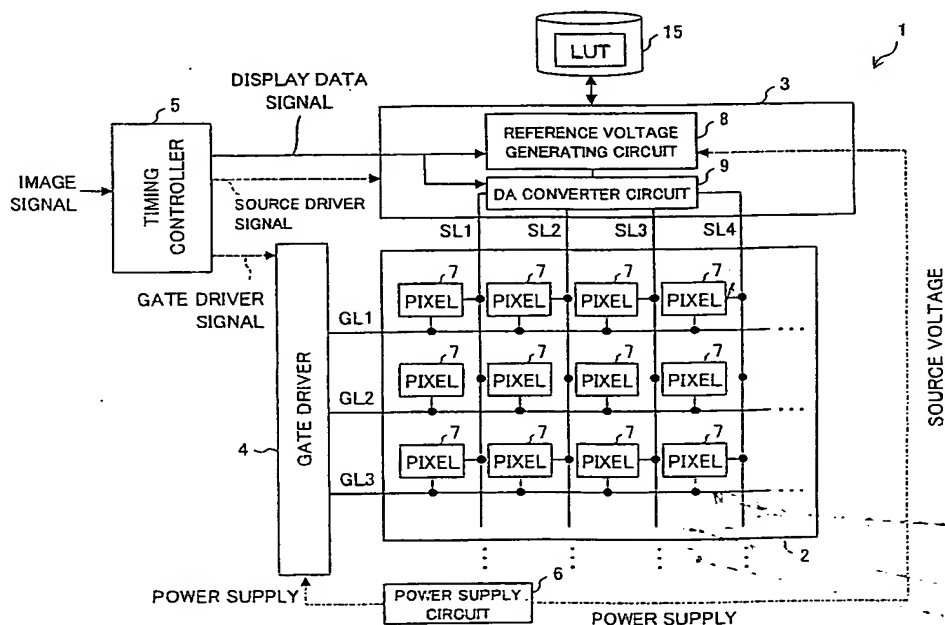
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(54) Title: **DISPLAY APPARATUS AND DISPLAY ELEMENT**



(57) Abstract: RGB colors are displayed with the same gradation by applying different voltages to display elements in pixels (7). This is in turn done by, for example, either producing a different reference voltage for each RGB color in a reference voltage generating circuit (8) or making reference to a LUT stored in a memory section (15). Hence, color discrepancies in a display element can be effectively limited.



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